

CURRICULUM VITAE

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2	Sex	Male
3	Academic Qualification	
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A. Academic Qualifications

Courses	Description
Strategic Marketing Management	This course explain how to establish a good marketing plan by develop the right competitive advantage as well as selecting and managing the right target market, this course also discusses how to Implementing the plan, control and anticipate the problem during implementation. So that students are able to create a dynamic and sustainable marketing strategy.
Marketing research	The course explains to understand and describe theoretical and methodological assumptions underlying marketing research. How to Formulate marketing research questions. Make practical and logistic decisions in preparation for undertaking marketing research

B. Professional Qualifications

Position	Description	Year
Member	IAEI (ikatan ahli ekonomi islam)	2013

C. Academic Career and Position

Position	Description
Researcher	Dampak industrialisasi terhadap migrasi di Indonesia (Year 2010)
Researcher	Persepsi masyarakat mengenai riba dan penggunaan jasa rentenir di Jabodetabek. (Year 2013)
Researcher	image sekolah islam pada orang tua pada sekolah dasar dan menengah di wilayah bekasi. (Year 2015)
Researcher	Dampak peningkatan DP kendaraan bermotor pada Leasing Syariah Kendaraan bermotor dengan Leasing Al-ijarah muamalat (Year 2014)

D. Publication

Title of Publication	Publication Name	Link of Publication	Year	Indexed
PENGARUH KUALITAS SERVICE TERHADAP KEPUASAN, KEPERCAYAAN, DAN KECENDERUNGAN BERPERILAKU MAHASISWA PADA PERGURUAN TINGGI DI JAKARTA	jurnal-manajemen-dan-pemasaran...	https://www.trijurnal.lemlit.trisakti.ac.id/index.php/jasa/article/view/524	2014	National Accredited
ANALYSIS ON THE EFFECT OF EDUCATING CUSTOMER, SERVICE FAIRNESS, CUSTOMER SATISFACTION AND LOYALTY: A STUDY ON ISLAMIC BANK IN INDONESIA	International Journal of Islamic Business (IJIB)	http://www.ijib.uum.edu.my/index.php/vol-2-issue-2-2019/vol-3-issue-2-41-58	2018	

E. Proceeding

Title of Proceeding	Name of Conference	Link of Proceeding	Year	Indexed
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F. Citation

Jakarta, October 2019

Primasatria Edastama